

**MINUTES**  
**CITY OF ST. LOUIS**  
**WORKFORCE INVESTMENT BOARD MEETING**  
**October 19, 2011**  
**SLATE Missouri Career Center – Central West End**

Members Present: Jeff Serocke, Kelley Bernardi, Donny Carroll, Betsy Miller, Cheryl Lovell, Jane Kerlagon, Ed Hamilton, Kevin Schaedler, Herman Noah, Darryl Chatman, Jeff Cartnal, Lydia Padilla, Russell Illy, Eddie Davis, Lynn Beauchaine, Ray Creely, Len Toenjes, Ohala Ward, Gregory Hill, Michael Williams, and David Wright.

Michael Holmes, WIB Director and LEO Designee.

Members Apologies Sent: Pat Coleman, Patrick Bannister, David Walker Jr., John Beatty, Michelle Darden, Kevin Riggs, Katherine Joslin, Frank Logan, Michael Walter, Cindy Hess, and Jeather Smith.

SLATE Staff: Sherry Vogel, Bonnie Mireles, Keith Mullen, Stacey Fowler.

Guests: Tiffany Manning, Erin McCuan, Rosalind Mack, Shera Kulow, Miranda Prince (participant), Jeff Taylor, Jonathan G. Walz.

Jeff Serocke called the meeting to order at 7:35 a.m. at the SLATE Missouri Career Center-Central West End at 4811 Delmar. Donny Carroll conducted a roll call of the Board members and requested that guests sign-in. Guests were introduced.

- II. Consent Agenda: Chairman Serocke called for questions and/or discussions to the August 31, 2011 (Full Board) meeting minutes as written, September 19, 2011 Executive Committee highlights included . **With no opposition voiced, a motion was made by Ed Hamilton to approve the consent agenda. Seconded by Lydia Padilla. Motion carried.**

III. UPDATES.

- Youth Council Report and Youth Success Story...Ray Creely, Youth Council Chair, gave a quick update on youth services. He reviewed a couple of charts: First one indicated we were in the red in the earlier part of the year. The three measurements youth is judged on are; • attaining a degree (GED), • Youth Placement, and • Literacy and numeracy. The next chart shows the current status and youth are well over the targets on all three of the measurements in the fourth quarter of the year (PY10). The Youth Department has achieved its goals. Today, Mr. Creely would like to introduce a face to the numbers. Jeff Cartnal, Vice-President MERS/Goodwill, introduced Erin McCuan, Director of their advocate center. Ms. McCuan supervises two SLATE WIA youth programs. The out-of-school program focuses on those interested in the health care field work experience. These candidates are prepared for the workforce. Miranda Prince is currently employed and doing an excellent job and shares her success story with us today after going through the SLATE program.

Ms. Prince was introduced to the program when she was volunteering at Demetrious Johnson Charitable Foundation. Miranda enrolled into the program in 2010 as a high school dropout, unemployed, and homeless. Ms. Prince received her GED through the program. She gained six months of work experience in nursing homes. Miranda was hired as a Specimen Transporter at BJC and takes specimens to the laboratory for testing. Miranda is involved in the operating room with nurses and doctors, and is learning the medical field. Miranda's long term goal is to become a doctor. Ms. Prince is enrolled in classes and thanks youth services for all the help she received to get her to this goal of

working in the medical field. Ray stated this puts a face to the numbers and program and brings it home for all of us.

- Strategic Planning...Donny Carroll. Update on what the strategic planning committee has completed. They have had four meetings.
  1. Identify and conduct a SWOT analysis—was done identifying, Strengthen, Weakness, Opportunities, and Threats. Provided information to the Board.
  2. Meeting and having an opportunity to tour one of the centers to experience the Next Generation Career Center process at work. It was done at CWE-Delmar and data was collected.
  3. This meeting was held with the business services department at SLATE. Had an opportunity to meet with the staff and get a better understanding of what the Business Services Department does.
  4. This was an opportunity to discuss where we wanted to go. One of the things that the strategic committee looked at is the 501 (c) 3 processes and where that was going. They would like at some point to schedule a meeting with that committee.

Len added that at the last break-out session it was determined to finalize the language in their final report back to the full Board. The final plan is ready to present to the full Board. Wordsmithing is the only thing left to do.

- 501 (c) 3...Darryl Chatman. Reported that at the last Executive Committee meeting (September 19, 2011) a couple of minor revisions to the membership component of the 501 (c) 3 By-Laws was made. Also a discussion held of the need to appoint a 501 (c) 3 Board. Fundraising was also discussed to get the federal filing fee of \$800.00 for the 501 (c) 3 after the board is appointed. The committee is also waiting for a meeting with City Hall legal department. Michael Holmes and Darryl will be finalizing and defining the structure/relationship with city versus this board. It will have to be determined how this board will be managed. Lydia stated the initial by-laws were set up so the current WIB Board can make nominations and everyone from this WIB Board was appointed by the Mayor.
- Job Training/Education...Jeffrey Taylor. The sub-committee is creating a database that allows us to get the information of what is available in the communities, what the cost and requirements are, to make available to clients. The research has been divided up into community organizations providers, entrepreneur based training, credited or certified based training, and youth related training. This database will be available to the Career Centers and staff so they can quickly identify what is available and works for a particular person. Are there economic specific criteria or age criteria that we can identify to get people services. Especially the ones that are not cost related. We are in the process of compiling all that information. If anyone one on the Board has programs that they feel there is not enough information to the public please let us know; we can include it in the database.
- Business Services...Lynn Beauchaine. Bonnie has handed out business services goals and measures and talked about definitions and how that would relate to toolbox. One concern was Business Services not having iPods' etc. Mr. Holmes stated Business reps do have net book computers to go out to businesses and public events and are able to register people. Lynn asked if anyone had went out to "like" SLATE on face book because then you get e-mails regarding jobs. This is a cool way to keep in touch with SLATE.

- IV. RFP's.....Kelley Bernardi. It is that time of the year when we begin getting ready for the RFP's (Request for Proposals). Starting 2012 we are due to have bids come out for some of the programs. The Youth program is due and we are also looking at doing an RFP for a youth summer jobs program. We have decided to have an

RFP committee this year and Herman Noah has agreed to chair this committee. An e-mail will be sent out to see if anyone wants to be on committee. There will be a meeting that Kelley will present a PowerPoint presentation and then all will go through the RFP's language. The Youth RFPs' usually get a lot of proposals. SLATE wants to put the RFP out early and give the people a least 4 – 6 (8) weeks maybe to get proposals. Then hopefully another 4-6 (8) weeks to review. The RFP Committee will be the selection committee. We are looking at starting this process in December. We are waiting to see a little bit about the funding. This committee would meet on an as needed basis. Michael Holmes stated SLATE is doing it this way because if the Presidents Job Bill is approved we want to be ready with a youth provider vendor. The regular year round programs we want to see what is out there. Every three years we want to go back out and see what is out there.

V. UPDATES: E-mailed to the Board to review prior to the meeting.

- Multi-Agency Jobs Accelerator Challenge Grant Award: SLATE, St. Louis County, Center for Emerging Technologies, St. Louis Minority Regional Business Suppliers Council and St. Louis County Development Corporation did the Multi-Agency Jobs Accelerator Challenge Grant. In order to be accepted you had to be accepted by all three departments. SLATE had to apply to DOL (Dept of Labor), Minority Business Council applied to SBA (Small Business Association); St. Louis County Economic Development had to apply to DOC (Department of Congress) they all had to come together. \$1.8 million for the grant, SLATE got \$973,014, Economic Council of St. Louis \$702,765. St. Louis Minority Suppliers Development Council received \$150,000 to promote bio-science within their membership. 20 awards out of 125 applicants were awarded. The period is four years performance to spur the growth of the bioscience cluster in the St. Louis regions. SLATE (30 clients) and the County (30 clients) are responsible for putting 60 people in OJT. We reimburse up to 35% of their wages to the company. SLATE is working trying to collaborate not just with the county but with other regions. One is *Hope 6* with the Housing Authority MOU.
- WIB members and all need to write letters to our congressmen to support workforce. Workforce in the federal budget is shrinking. The Congress bill wants to cut 75% while the Senate bill wants it the same as last year. Hopefully the Board will go on-line or write to the senators. The WIB directors will be talking about WA reauthorization and workforce funding in Jeff City. We have to look at other ways of finding dollars to support our programs. SLATE cannot depend on federal dollars to support what we do. We are working with the Community College they just got a \$20 million grant. All WIB's and community colleges in the State went for this one grant and got it. Ozark CC is the lead. It is for designing new programs. It is collaboration. The Community Colleges are doing fast track courses. St Louis CC is doing a lot in the health care arena.
- Reports were sent out including definitions for review. The definitions explain what numerator/denominator means in terms of our performance. We did well in PY10-qtr 4 considering how the economy and unemployment are. Regarding the Trade Act we did not do well and probably never will. Individual companies went overseas and laid off people in America. If we don't work with those individuals before that company closes we cannot find them; some companies will not let us help. We cannot advertise; no funds.
- Also included in packet were reviews from projects we are working on around the region. Some links to check out what SLATE is involved in.

[www.stlworks.com](http://www.stlworks.com)

[www.facebook.com/slatemcc](http://www.facebook.com/slatemcc)

[www.twitter.com/slate\\_mcc](http://www.twitter.com/slate_mcc)

[www.youtube.com/slatemcc](http://www.youtube.com/slatemcc)

[www.flickr.com/photos/slatemcc](http://www.flickr.com/photos/slatemcc)

[www.slideshare.com/slatemcc](http://www.slideshare.com/slatemcc)

[www.linkedin.com](http://www.linkedin.com)

<http://linkd.in/napBty>

VI. Mr. Holmes will be sending a lot of information regarding WIA reauthorization also asking the Board to write letters on behalf of funding. Mr. Holmes believes it is important for our congressmen and senators to hear from us. We have had Claire McCaskill visit SLATE. We are trying to get Roy Blunt to come to the center to see what we do. They get the picture when they come to office. We are sponsoring a day in Jefferson City probably in January or February talking to state senators and legislators about workforce. We have held several open houses at our centers. The Mayor is promoting workforce on the national level. We have to work with businesses to make sure we understand their needs and the talent they want.

VII. Other Business:

- A reminder our next WIB meeting is December 14<sup>th</sup> at Delmar; it will be at 4:00pm in the afternoon. We will have our normal meeting and there will be a Holiday Celebration. Please mark on your calendars.
- Mr. Holmes wanted people to notice the unemployment rate for August (11.7%). This first quarter so far we have seen 16, 208 individuals since July 1, 2011; a partial report. We will have the final report soon.

VIII. Break out of Sub-Committees:

A motion to adjourn the WIB meeting and go into break-out sessions was made by Russell Illy with Lydia Padilla seconding the motion. All board members were in favor, motion carried. Teams went into break-out sessions.

**Signed,**



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**Donny J. Carroll, WIB Secretary**

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**December 22, 2011**

**Date**